



KOB
4 Broadcast Plaza SW
Albuquerque, NM 87104
(505)243-4411

www.kobtv.com

CONTRACT

And:

Strategic Media Services
3299 K St NW Ste 200
Washington, DC 20007-4415

<u>Contract / Revision</u> 170699 /		<u>Alt Order #</u> 06871148
<u>Product</u> AMER PETROLEUM INST		
<u>Contract Dates</u> 11/19/12 - 11/25/12		<u>Estimate #</u> 3299
<u>Advertiser</u> American Petroleum Institute		<u>Original Date / Revision</u> 11/12/12 / 11/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KOB	<u>Account Executive</u> Melissa Palombo	<u>Sales Office</u> Petry - Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	All	11/20/12	11/22/12	News 4 Today II 6a-7a	M-F 6a-7a		:30			NM	2	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	-T-T---				2	\$850.00			
N 2	All	11/19/12	11/23/12	News 4 @ 5p M-F	M-F 5p-530p		:30			NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	M-W-F--				3	\$850.00			
N 3	All	11/20/12	11/22/12	News 4 @ 6p M-F	M-F 6p-632p		:30			NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	-T-T---				2	\$1,100.00			
N 4	All	11/24/12	11/24/12	News 4 @ 630p Sat	Sa 630p-7p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	-----S-				1	\$400.00			
N 5	All	11/25/12	11/25/12	NFL (Sunday)	Su 6p-930p		:30			NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/19/12	11/25/12	-----S				1	\$3,200.00			
Totals											9	\$10,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/25/12	9	\$10,050.00	\$8,542.50
Totals	9	\$10,050.00	\$8,542.50

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station does not discriminate on the basis of race or ethnicity in any of our advertising practices.